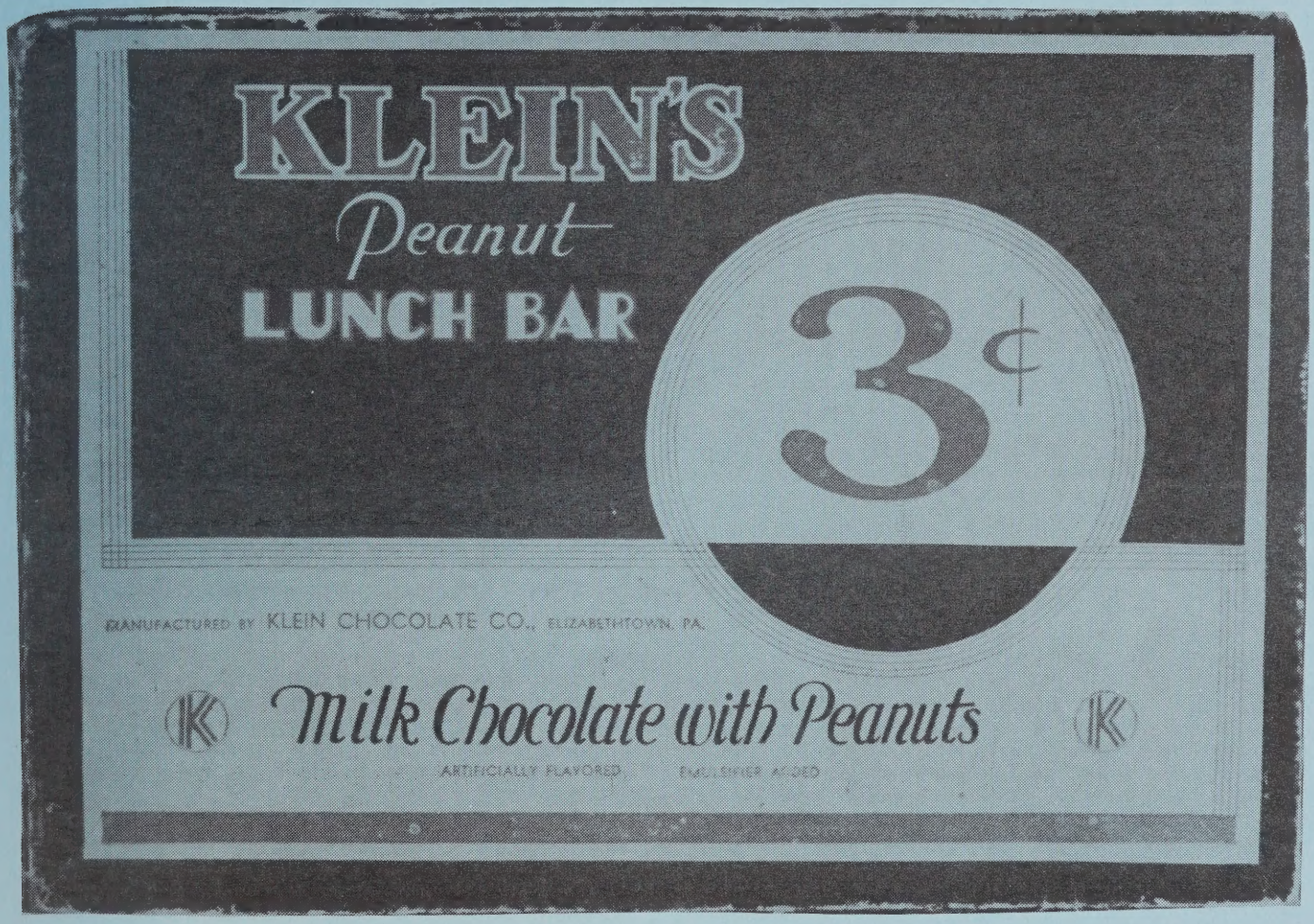
Candy Bar Gazebo

Issue 18, Spring, 1988

A Treat To Read



THE 3¢ BAR

It was back in 1914 in Elizabethtown, Pennsylvania, that the Klein Chocolate Company got its start. The company got into the chocolate business by manufacturing a number of different kinds of bars, but its fame derived from a 3¢ Peanut Lunch Bar that was around in the 1930s and 1940s. Only a few other companies manufactured 3¢ bars, as the price really wasn't that popular. The Hollywood Candy Company of Centralia, Illinois, perhaps put out the most kinds of 3¢ bars, but they weren't around too long.

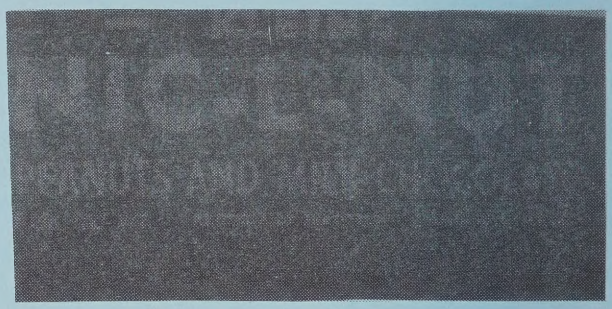
Klein chocolate wasn't considered to be one of the top lines, and artificial flavorings were used. Also, the bars were thin, so looked to be

(concluded next page)

(concluded from front page)

larger than they really were. The 3¢ bar was 5/6 ounce in weight. The Klein Nic-L-Nut bar that contained peanuts with the chocolate weighed one ounce. And the Kleco Nic-L-Nut bar, milk chocolate, was of the same weight.

When price increases started in the late 1940s and early 1950s, Klein increased its prices to remain competitive. Its Klein's Milk Chocolate and Peanuts bar began selling for a dime. Klein bars were basically sold in the East, Midwest, and parts of the South. Klein bars were especially popular with youngsters, and the bar was sometimes passed out as the dessert part of school lunches during the years right after the end of World War II. The Klein Company is no longer in business.



Candy Bar Gazebo is published quarterly by The Great American Candy Bar Club. Publication of articles therein dependent on approval of the editor and availability of space. No paid advertising taken.
Text copyright © by Ray Broekel, 1988. All illustrations, unless otherwise credited, from Ray Broekel Memorabilia Collection.

General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of $15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at $4.50 each.

All correspondence should be sent to: Ray Broekel, Six Edge St., Ipswich, MA 01938

THE U.S. MARSHMALLOW STORY

(condensed from an article written by Brooke Kidd)

The marshmallow can be considered as one of the earliest confections, as Egyptian records, dating back to 2000 B.C., depict the preparation of a confection of honey flavored with an extract of the mallow root, common to Egyptian marshes. The mallow flavored candy was not offered to the public, as it was reserved for gods and royalty.

The modern marshmallow was created in France during the mid-1800s, while candy making was yet still a small industry. French confectioners sweetened, whipped, and molded the mucilaginous sap of the mallow root into a light, fluffy confection. The mallow root acted as a colloidal agent binding egg whites, corn syrup, and water.

During the late 1800s the invention of the starch mogul system was one of the first steps towards mass production of marshmallows at a low cost. Gelatin and other whipping agents were used in place of the mallow root to give the marshmallow its form. The Campfire Company in the United States led that nation's production of marshmallows with the mogul method for a number of years. The mogul printed the starch trays and moved the trays along on a short conveyor belt to be filled with hot creme. The early wood moguls were replaced by steel ones by 1911.

Many companies in the United States produced marshmallows with the mogul. One of the earliest was the Edwards Company, pre-dating 1900. Some other early brands were Melrose Marshmallows by the Emma Curtis Company, Sterling Marshmallows by the Redel Candy Corporation of Milwaukee, Wisconsin, Liberty Marshmallows made by Liberty Candy Company, and Log Cabin Marshmallows made ty the Roach Tisdale Company. Still others were Dillings Marshmallows, Woodward's Marshmallows, and Newhinney's Marshmallows. Dairy Queen Brand was produced by Loose Wiles Company, that later went strictly into the baking business manufacturing cookies and crackers of different kinds.

E.S. Brach of Chicago made its own brand. Rex Marshmallows was made by the American Candy Company of Milwaukee. Bunte Bros. of Chicago also produced its own brand. And Creamery Marshmallows were made by the National Candy Company of St. Louis. There were others, too.

Rueckheim Bros. and Eckstein first manufactured Angelus Marshmallows until Cracker Jack was produced by that company. The same company also produced the Starlight brand. Around 1930 Angelus and Campfire merged, creating the nation's largest producer of marshmallows. A large Chicago manufacturer of marshmallows was the Shotwell Company. The Puritan Brand, manufactured by Shotwell, was bought out by the Chase Candy Company of St. Louis when Shotwell went out of business.

By 1955 there were around 30 companies manufacturing marshmallowa in the United States using the mogul cast and mold method. Then Alex Doumak of Doumak, Inc., patented the extrusion method, which changed the history of marshmallow production. It is the process used by all marshmallow manufacturers today.

Doumak had difficulties satisfying demand for their lower cost product, so made an agreement with Kraft to market its product. This agreement lasted for almost a year, at the end of which time Kraft suggested the sale of the extrusion process to Kraft, and those two companies were the only ones privy to the extrusion process at the time. Not being able to compete, the number of marshmallow producers dropped to only eight manu-

(concluded next page)

(continued from previous page)

facturers. And during a trial in which Kraft was sued for infringing on patents not sold by Doumak, much of the extrusion process was disclosed and other companies developed the method and equipment.

Currently only three marshmallow manufacturers basically exist in the United States today. They are the Kraft Company, Doumak, Inc., and Kidd and Company. Kraft manufactures under its own label and has also become involved in private label packing in one of its divisions.

James Doumak founded Doumak, Inc., and began producing marshmallows around 1921. Doumak is known for its Fireside brand as well as other private labels. Kidd is the leader in private label marshmallow products and the manufacturer of specialty marshmallow products. In 1947 Robert Kidd brought a small production line and created his own packaging. But the production was discontinued to devote more time to the production of marshmallow creme. In 1978, Kidd and Company purchased another marshmallow line employing the extrusion process and has been successful along these lines ever since.

Marshmallow is used as an ingredient in many candy bars. And marshmallows themselves are a popular confection for cooking, or eating out of the bag. Private label business is on the upswing as more and more grocery chains are including marshmallows in their house label plan.

New marshmallow items keep appearing, such as the colored mini marshmallows made by Kraft and Kidd. Kidd also produces such novelty items as Smurfmallows, Coconut Marshmallows, Martianmallows, Marshmallow Eggs, and Penn State Nittany Lion Marshmallows. The latter private label brand comes in school colors, blue and white.

Captain Kidd, the buccaneer, but no relation, would indeed be proud of his namesake, Kidd and Company, for that company is indeed at the top of its business - marshmallows!

AMERICAN CANDY BAR ADVERTISING

(condensed from an article written by Kyle D. Nagurny, manager of Hershey Kitchens, Hershey Foods Corporation)

American candy bar advertising really began seriously in the early 1900s, and has continued to gain momentum into the 1980s. Through the years candy bar manufacturers have recognized the value of the print and broadcast media to sell products and have been anxious to pay "Big Bucks" to do so. From promotional stunts to television, candy bar advertising campaigns have painted a colorful, entertaining set of pages in history.

Mike Holmes, director of marketing for the Hershey Chocolate Company says, "Primarily due to new products, competition and television advertising, Hershey's market share began to erode in the early 1960s. About 1965, Hershey's management made the mental commitment to advertise and set in motion the steps leading to our first advertising program." This was Hershey's first big effort to meet the public with an advertising campaign, as the founder of the company, Milton S. Hershey, did not believe in mass media advertising. To him the best advertising was satisfied customers. According to Holmes, "A favorite anecdote in the local folklore is his statement that the best advertisement was a used Hershey Bar wrapper on the sidewalk. If he encountered one with the label face down, he would invariably stoop down and turn it over so the brand name was facing up for passers-by to see."

Otto Schnering was the first to capitalize on the power of advertising when he chartered a plane in 1923 to drop Baby Ruth candy bars by parachute over Pittsburgh. Schnering had founded his Curtiss Candy Company in Chicago in 1916 and wanted to convey his message about the chewy caramel and peanut bar enrobed in chocolate that he had introduced. Schnering followed with candy bar drops in forty states, establishing Baby Ruth as the first national favorite as far as a candy bar was concerned. Today the two old Curtiss products that still remain in the marketplace (Butterfinger being the other one) are owned by RGR/Nabisco, and it's public knowledge that this company maintains its candy bar market share through some very aggressive advertising.

Peter Paul Halajian was another pioneer in candy bar advertising, and radio was his primary medium. His products sponsored well-known newscasters such as Gabriel Heatter, Edwin C. Hill, and Bill Slater during the late twenties and early thirties. And in the fifties, an aggressive Peter Paul Company entered the television ad market with Peter Paul Pixie, a bubbly cartoon character that coined, "Indescribably Delicious," the phrase that became a household slogan very quickly.

Another one of the early bars that was launched nationally was the Oh Henry! bar, trademarked by the Williamson Candy Company of Chicago in 1921. Oh Henry!'s producer sent salesmen to blanket the country, and supported their efforts with a magazine advertising blitz. As a result, Oh Henry! became Williamson's best-selling bar. (The bar is now being produced by Nestlé.)

Comic strips also provided a popular advertising medium for candy bars in the thirties and forties, and into the fifties. For example, Power

(concluded next page)

(continued from previous page)

House, produced by the Walter H. Johnson Candy Company of Chicago, sponsored a series of ads in the comic strip pages of Sunday newspapers. Roger Wilco was the cartoon character hero of humorous adventures in strip form. (Power House bar is no longer being made.)

Children's television shows (and in earlier years, radio shows) have represented a gold mine for candy bar producers. Older "baby boomers" may recall the "Howdy Doody" show and the Cocoanut Bar promoted by Mars on that TV classic. Howdy made the Cocoanut Bar a success in the fifties.

An executive who handles several candy bar accounts for one of the more successful advertising agencies in the country said, "It used to be enough to promote a bar to a broad slice of people, but we now target special groups because it's a very competitive area. You have to tailor your message to special audiences and the adult market is a good example. The baby boomer consumer is aging."

To broaden its base, Nestlé, which holds about 6.4 percent of the current candy bar market, developed and is advertising an adult-oriented bar called Alpine White. The New York based advertising giant, J. Walter Thompson, created a series of TV ads for Alpine White that featured dreamy visuals to convey the message, "Nestlé - Sweet dreams you can't resist."

Privately-owned M&M/Mars is tapping the nutrition-conscious adult market (and the fun-loving teen market) with the introduction of its Kudos bars. Hans Fuiczynski, external relations director for Mars summarizes his company's marketing efforts this way: "The company is responding to an aging population. And, it's telling this group that chocolate is good food, that it's a quality product, it's good value for the money, and that it's an adult treat."

The competitive edge today requires huge advertising budgets by the big companies such as M&M/Mars, Hershey, RJR Nabisco, Cadbury, U.S.A., and Nestlé. Mars spent almost $93 million promoting its brands in 1986, with Snickers devouring almost $26 million of that total. Hershey reportedly backed its candy bar line with a mere $18 million, while Nestlé spent $13 million.

The candy bar of the twenty-first century may get around to advertising a day's dose of mental health and fitness in every calorie-free bite. We'll have to wait and see, but that's one of the possibilities forthcoming in this very competitive field bidding for the consumer's continued interest.

****

The word chocolate was originally a Mexican word founded in the Aztec dialect. The English borrowed it from the Spanish. Spelled chocolatl, the word literally meant "bitter water."

On the average, about 25 new American-made and foreign-made bars come out each month in the United States. Because of the high competition not too many survive in the market. A massive advertising campaign almost needs to be behind the product that makes it in terms of continued sales to the public.

LETTERS AND SUCH

Stanislav Kramsky, Prague, Czechoslovakia, sent along the wrapper of a dark chocolate covered marzipan bar that was put out for the 750th anniversary of the founding of Berlin, Germany. Kramsky also sent along some information about confectionery production in that city over the years. The oldest, still existing confectionery firm in Berlin is Theodor Hildebrand and Sons, which was established in 1817. Sarotti was established in 1868 by Hugo Hoffmann, a confectioner from Stuttgart. In 1928 a new factory was built in Berlin-Tempelhof, and the number of workers was around 3,000. Sarotti became a part of Nestlé in 1929.

Another well-known confectioner in Berlin was Trumpf, which built a factory in the eastern part of the city in 1921. Before World War II this was the largest factory in the Berlin area. It was nationalized after the war, being in the Russian sector, and the name was change to Elfe. In the western sector of Berlin a new Trumpf factory was built and that is now one of the more important producers of chocolate in West Germany.

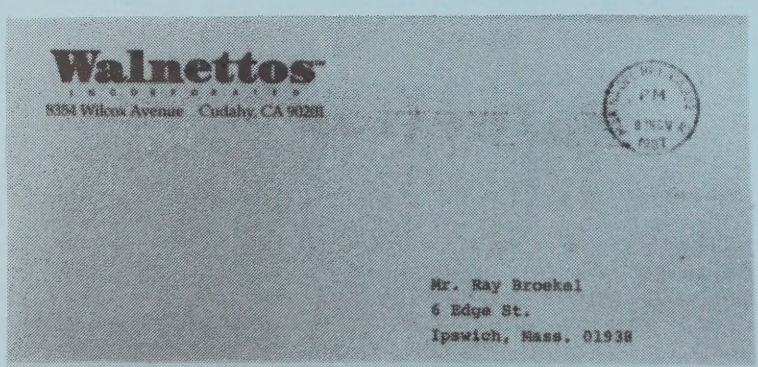
Over the years there have been around 200 producers of chocolate and other confections in Berlin. The number has now dropped to around 20 companies which employ around 3,000 people.

Shown below is an Elfe milk chocolate wrapper. Also shown is a Pfister, Switzerland, specially made bar wrapper commemorating the first Swissair flight made between Zurich/Atlanta, U.S.A.

Sandy Licht, Cudahy, California, hopes to soon produce Walnettos. An envelope shown below shows name of the company and the company logo.

Jack Thompson, East Lansing, Michigan, sent along a clipping from The Detroit News. The article was on the only Life Savers plant left in the United States - in Holland, Michigan. Over 800 employees turn out Life Savers plus other RJR Nabisco confectionery product as part of the Planters + Life Savers Division.

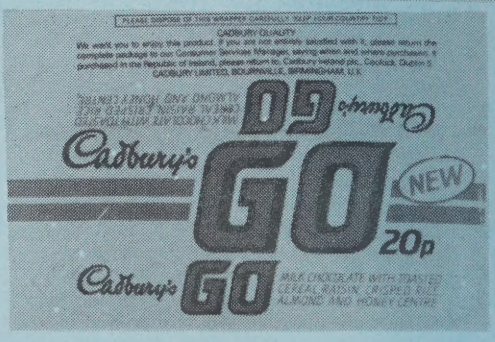
Bertram M. Cohen, Boston, Massachusetts, wants to know whether there has ever been a candy bar dealing with any aspect of marbles. (Write Gazebo if you know.) Continued on next page.



Harry Levene, London, England, sent along numerous new wrappers. The Macaroon Bar is a chocolate-flavored coconut bar made by Alma Confectionery Ltd., in Kirkcaldy, Scotland. The Splash bar is made by Marks & Spencer in London. The bar is a granola type of bar covered with milk chocolate and carries the St. Michael label. Weinrich & Co. of Germany is putting out a series of milk chocolate bars with full color scenes of various German castles on the front of the wrappers. And Union of Holland produces a series of chocolate picture puzzle pieces pictured on wrappers containing small squares of chocolate. The Holland scene shown completed and an English puzzle shown in parts. Available only at airports so far, these items are expensive by European standards, but the idea is a novel one.

The Elizabeth Shaw name is well known in the confectionery trade in England. That company has just come out with its first bar, Milk Chocolate with Almond, made for Shaw in Switzerland. Levene also sent along two Cadbury bars made for sale in England, the Go Bar, and Sunfruits, a milk chocolate bar with a black currant filler.

Bob Mack, Palmer Candy Company, Sioux City, Iowa, writes that Gazebo..."is a very interesting periodical and it goes all around the office...We all enjoy it and it gives us some interesting history information and present happenings in the candy industry." (concluded on next page.)



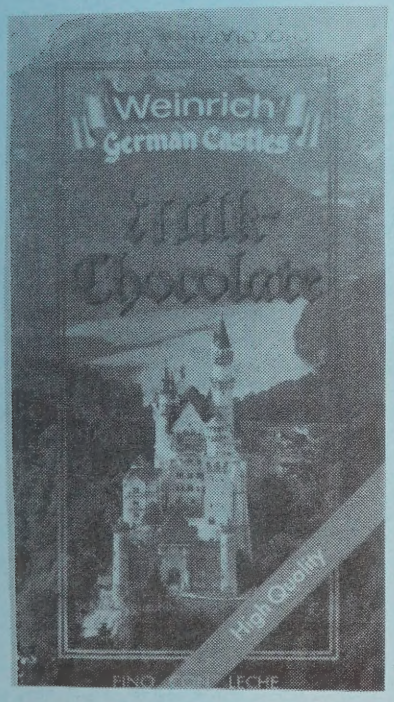
Diane Punjabi, Raytown, Missouri, sent along two chocolate bars that were brought back from India. The Amul Milk Chocolate bar is made in India by Kaira District Co-operative Milk Producers' Union Ltd. And the Campco Creamy Milk Chocolate Bar is manufactured by The Central Arecanut & Cocoa Marketing & Processing Co-operative Limited. The chocolate was fairly good.

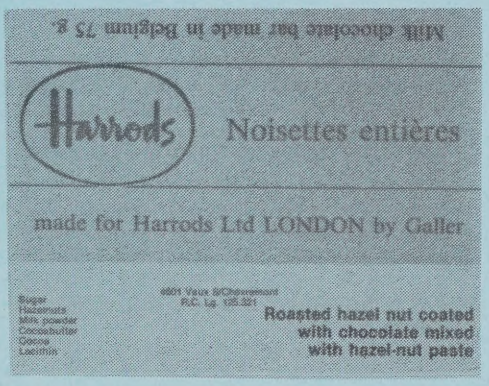
Harry Levene also sent along Christmas greetings along with some new wrapper A milk chocolate bar made with hazelnut paste and roasted hazelnuts is made by Galler in Belgium for Harrods of London. Another new English bar is Terry's Crispy Caramel, milk chocolate with crisped rice and a caramel center. And, finally, a Yugoslavian bar, a chocolate bar with a fondant filling that Levene classified as of cheap and of moderate quality only. The label bears the name of Morissa.

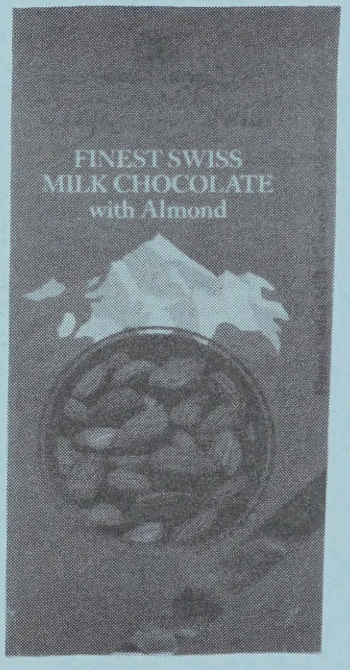
Terence Clay, Bournemouth, England, sent along a Tobler wrapper from Switzerland. Terry ha a collection of over 25,000 wrappers.

William Frost Mobley, Wilbrahamson, Massachusetts, has a classic collection of chocolate ephemera and is very active in The Ephemera Society of America.

Pam Ekulia, Itasca, Illinois, wants to know if anybody out there knows anything about the Jackrabbit Candy Company of St. Louis, Missouri. She believe the plant closed around 1950.




Milk chocolate bar made in Belgium 75 g.
Harrods
Noisettes entières
made for Harrods Ltd LONDON by Galler
Roasted hazel nut coated with chocolate mixed with hazel-nut paste



SWEET NEWS

Senators Frank Lautenberg of New Jersey and Dennis DeConcini of Arizona, back in May, 1987, urged the Japanese ambassador to the United States to take steps to stop a Japanese firm, Lotte, from trading on the brand name and slogans of New Jersey made M&M's. The copycat company was selling M&M lookalikes in Japan. The Lotte company has promised to cease and desist, as appropriate legal steps were taken by the M&M/Mars Inc. subsidiary in Tokyo. There were a number of copyright infringements.

It was back in 1942 that Forrest Mars opened a factory near London to manufacture Mars products in that country (England). While in England he became aware of a popular confectionery item produced by Rowntree and Company, Ltd. Smarties was the product, and it first came out in 1937 and soon caught the public's fancy. Smarties were pellets of chocolate, coated with a hard candy finish in pastel hues. The concept of candy-coating chocolate intrigued Forrest Mars. And when he returned to the United States around 1940 he took on a partner whose last name was Murrie. The two partners combined the initial letters of their last names and christened their company M&M Ltd. And one of their first products was M&M's, a candy-coated chocolate bit that became quite popular, especially during the World War II years. A first-rate advertising program was also developed, and bold colors, rather than pastel hues, were used as coating for the morsels.

Senator Lautenberg was the author of a bill, now law, that allowed for the restriction of trade benefits to certain countries that denied adequate trademark and other intellectual property protection. And according to a release issued by Senator Lautenberg's office, the Lotte Company has agreed to stop engaging in unfair trade practices - so case closed. According to Senator Lautenberg the question was resolved without melting in anyone's hand!

The Boston Herald, August 8, 1987, reported that a new company had been launched in Wellesley Hills, Massachusetts. The founder of the company, John McConchie, has named the firm M&M, because he's creating advertising that doesn't melt in your hands.

The September, 1987, issue of Consumer Reports had an interesting tidbit about the little cardboard certificates that are packed with Mallow Cup bars. To get a refund of $1 you would need to save about 500 of the certificates and the sending in of them would cost about $1.44 to mail. That means you'd spend more money mailing them in than you'd be getting in a refund!

The word chocoholic has made it into the new Random House Dictionary of the English Language, that was published in September of last year. The unabridged dictionery lists some 50,000 new entries in this first single-volume dictionary published since 1966.

Point of View: The foreman in the candy factory turned to the worker and said, "Why are you carrying four boxes of Goody Bars when all the other workers are carrying eight?"

The worker replied, "I guess it's because the others are too lazy to make two trips."

(Continued next page)

In The Journal of Irreproducible Results, July/August, 1987, issue, was a humorous article on "Determination of the Caloric Equivalent of a Single M&M and Evidence of a Population Control Strategy." The article had to be read to be appreciated.

Remember Wrong Way Corrigan? It was in 1938 that Douglas Corrigan took off From Floyd Bennett Field in New York City, and instead of heading back for California whence he had come, he turned around and headed out for Europe over the Atlantic in his patched-up plane, carrying lots of gasoline. He stepped out from his plane in Dublin, Ireland, when he landed. His words to the startled airport personnel was, "I've just flown from New York." Then Corrigan asked, "Isn't this Los Angeles?" After being told that he had landed in Dublin, Corrigan grinned and said, "Well, what do you know! I must have flown the wrong way!"

Now for the big question. What did Corrigan carry on board as a food supply? Two chocolate bars, brand unidentified. By the way, the flight took 28 hours, 13 minutes.

Two of the top ten candies receiving top awards in the 1987 awards organized by the Flexible Packaging Association were Nestlé's 100 Grand bar and Ghirardelli's Chocolate Chips.

About 20% of the world harvest of cocoa beans, approximately 370,000 tons, came into the port of Amsterdam, Holland, in 1986. About 75% of the crop was supplied by Ivory Coast and Cameroon of Africa. Malaysia and Brazil were also important in the supply. The largest consumers of cocoa beans were Brazil, West Germany, the United States, and The Netherlands, in that order.

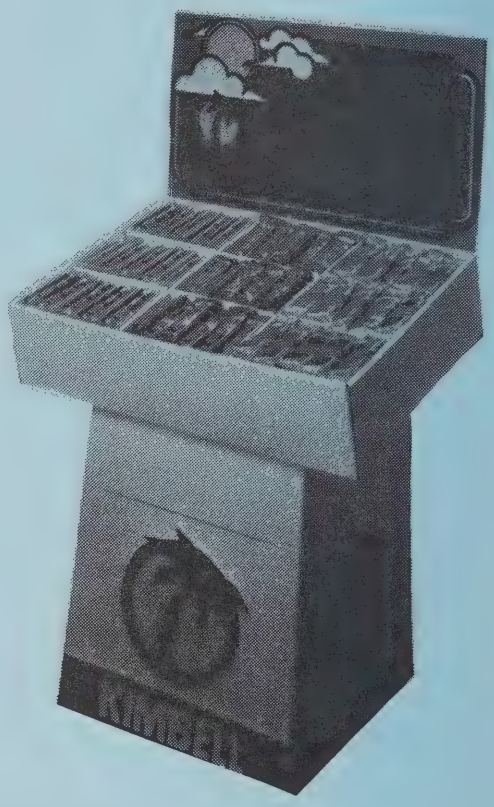
Hershey of the United States has acquired Nabisco Brands Ltd. of Canada. This bucks the trend of foreign companies buying companies in the United States. Is this a forerunner that RJR Nabisco is going to divest itself of various confectionery divisions?

More women are likely to buy Easter candy than are men - 52% v. 46%. And families with children under 12 are more likely to be customers than those with children between the ages of 12-17. (From a survey prepared by the NCA, NCWA, and RCI.)

On Monday, November 16, 1987, a string of six unattended locomotives went on a runaway ride through eight Western Massachusetts communities. The reason for the runaway ride was reported on in The Boston Herald, November 18th. It seems that the engineer had gone into a pharmacy to get a candy bar, and when he came out, the locomotives were gone! The company believed someone tampered with the lead locomotive while the engineer was in the drug store. Luckily no one was hurt, as the runaway locomotives were stopped by crashing into some flatbed cars on the track thirty miles into the wild ride. What was the candy bar? Could it have been the long-gone Casey Jones bar popular in the 1930s?

(Continued on next page.)

Fanny Farmer, Wakefield, Massachusetts, took out an outdoor ad as part of a $100,000 campaign launched in the fall of 1987. The ad carried no copy, but just showed two panels, one having a big woman looking out a window, with just the rear part of the woman showing. The other panel carried just a farmer riding on a tractor. Both figures were in cartoon style. The ad was used to help kill the company's stodgy reputation.



Kimbell Candy Company of Chicago has a new merchandising item available for display of up to three Kimbell candy bars. The display is an attractive one and should help with potential sales.

Powerhouse candy bar has been taken out of production by Cadbury U.S.A. That old-line bar is now in Candy Bar Heaven.

Hershey took out a full page color ad for its "Bar None" candy bar in a fall, 1987, issue of USA Today. The ad contained a coupon good for a free "Bar None" bar.

Leaf, Inc., becomes the largest stockholder in L.S.Heath & Sons, Robinson, Illinois. A letter of intent was signed in December of last year to acquire approximately 49 percent of the outstanding stock. Day-to-day operations will remain with existing Heath management.

Leaf, Inc., has also acquired the Chuckles trademark, and will market that product from now on. Grayland Mfg., Co., makers of Chuckles, will continue to produce Chuckles and Pine Bros. products for Leaf.

Cadbury Schwepps P.L.C. of England, announced that it was purchasing Chocolat Poulain of France. Poulain, one of France's premier chocolate producers, owns Fanny Farmer in the United States. And Cadbury USA owns the former Peter Paul Company in the United States. In France Poulain employs about 750 people at two factories in Blois in southern France.

The top selling confectionery items in the United Kingdom along bar lines in 1986 were Kit Kat (Rowntree Mackintosh), Mars Bar (Mars), Dairy Milk Bar (Cadbury), and Twix (Mars). Some other best sellers were Wispa, Flake, Aero, Marathon, Maltesers, Milky Way, Flake, and Roses. (The Confectioner)

In the United States the 1986 best seller bar was Snickers, followed by M&M's Peanut Chocolate Candies, M&M's Chocolate Candies, and Reese's Peanut Butter Cups.

BARS, BARS, BARS, BARS

Fanny Farmer Candy Shops, Inc., general office in Wakefield, Massachusetts, is owned by Poulain of France. This company has recently come out with new wrappers for its line of candy bars - Milk Chocolate Peanut Butter Bar, French Milk Chocolate, Marshmallow Fudge Milk Chocolate, and Marshmallow Caramel, dark chocolate. The bars are available in retail shops other than just Fanny Farmer candy shops.

McKee Baking Company, Collegedale, Tenn., has a line of Sunbelt Granola bars available in the breakfast food section of grocery stores. The bars are good, and come in several kinds, with the Granola Oats and Honey bar being very good. The bars are individually wrapped within the box. McKee also has out a Nutty Bar with caramel. It is available in a 12-pack selling for just 99¢. This is a best buy, money-wise and taste-wise. The bar is marketed in the bakery goods section of grocery stores, and sold under the Little Debbie label.

E.J.Brach has two new items, a chocolate-covered chewy coconut bar called Hula Chews. There are two pieces in the wrapper. Also new is the peanut chocolate candies item with a hard candy coating called jots!

The following bars appear to have been dropped from active production by Nestlé - Choco'lite, Go Ahead, and Animals Bar. Choco-lite first came out in 1971. Go Ahead first appeared in 1981, and the Animals Bar appeared only briefly in the early 1980s in the United States.(Continued on next page.)

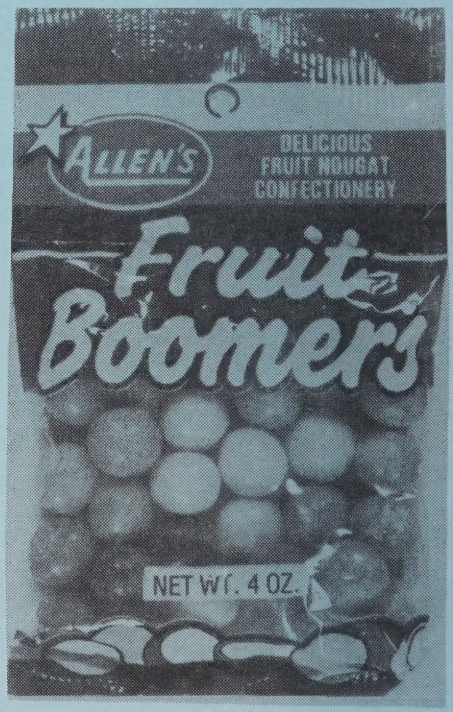
Jack Thompson, East Lansing, Michigan, sent along a Morley's Torties candy bar wrapper, made in East Detroit for sale in the company store in the Detroit area. Morley's started back in 1919 as a candy maker. Four individual candies made of pecans, caramel, and chocolate are contained in a wrapper. The candy is mighty tasty. Thompson also sent along candies made for Michigan State University by Forsythe International.

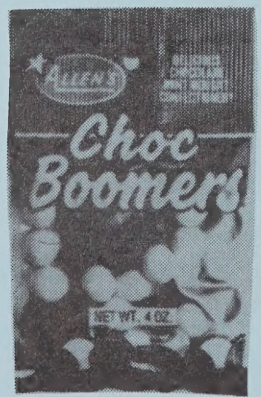
Hollywood Candy, Centralia, Illinois, has come out with a new wrapper for its Milk Shake bar- white, pink, blue, and brown are the colors.

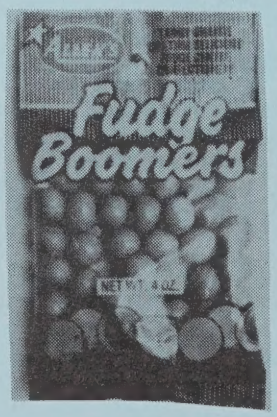
Timberline Industries, Inc., Pompano Beach, Florida, is now selling 5¢ Blasters which are caramel change makers coming in four flavors, banana, apple, cherry, and grape. Blasters is an imported line being handled.

Leaf, Inc., Bannockburn, Illinois, now has a new Switzer 10¢ counter item out - Cherry Stix, with fruit juice added.

Palmer Candy Company, Sioux City, Iowa, is now importing Boomers products from Allen's of Australia. Alfred Allen began manufacturing confectionery products in 1891 at the back of a small shop in Fitzroy, a suburb of Melbourne. Today Allen's is one of the largest confectioners in Australia. Palmer is importing four kinds of Boomers, Choc Boomers, Fudge Boomers, Fruit Boomers, and Mint Boomers. These are fine-tasting candies and come in four ounce packages and sell for around 79¢. A great Australian import.
(continued next page)







Huhtamäki of Finland, the parent company of Leaf, Inc., in the U.S.A., is selling some of its filled Hellas brand bars in stores such as Woolworth's in the United States at 50¢ the bar. One has a strawberry creme center, the other is a Mint flavored cream center chocolate bar. They are foreign made, but not really up to quality as far as good chocolate bars goes.

The Caramello bar put out by Cadbury U.S.A., can sometimes be bought at bargain prices. The 5-ounce bar that normally sells for around $1.29 can be bought at sales for 88¢. This is a very fine-tasting American made bar, but not quite as good as the British-made Caramello bar.

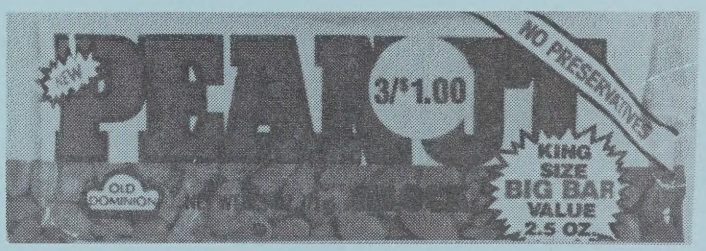
Old Dominion Peanut Co., Norfolk, Virginia, puts out one of the best-buys as far as peanut bars go. Its Peanut Block is available at many Woolworth stores 3/$1.00 - the 2.5 ounce bars. It's a real winner.

Nabisco, parent of Del Monte, has two products under the Fruit Snacks label, Yogurt Raisins and Sierra Trail Mix. Both items come in 1.1 ounce packages.

Fanny Farmer has a new bar, the Fruit and Nut Caramel Milk Chocolate Bar.

The Eland Gold milk chocolate bar produced for Sherwood Brands, Inc., Winston-Salem, North Carolina, in Switzerland is a very good grade of Swiss chocolate. The Gold lins is made in Switzerland for Sherwood, while the regular Elana line is made in Austria. Both are fine-tasting lines and good buys.

(concluded next page)



Hershey has a new wrapper for its Skor bar. And Whitman's has a new wrapper for its Lite Coconut Chocolate bar. Whitman's also has added a new Lite Honey Nut Nougat Chocolate bar to its line of Lite bars.

Frankford Candy & Chocolate Co., has a hollow racing car bar to appeal to youngsters at the Holiday Season. And Willy Wonka, to appeal to the same crowd, has its new Punkys candy bites. And imported from Canada by Jaret International Inc., is the Sour Patch Kids assorted candy package made by M&A Candy Co., Ltd. of Canada.

PB Max is a new snack product that was test-marketed in central Illinois during December of last year. The new product is a combination of peanut butter surrounded by wholegrain cookies and covered with milk chocolate. M&M/Mars tested marketed the product in Peoria, Decatur, and Champaign.

It is usual to show the front side of a wrapper, but since Chuckles bar is now under new ownership (Leaf, Inc.) the back side of the wrapper is shown to indicate the last of the privately owned printed wrappers.

A usual Christmas item on the shelves of specialty stores was Bahlsen's Marzipan bar made in West Germany. The marzipan is coated with a bitter-sweet chocolate and is a fine-tasting marzipan bar.

M&M/Mars had a special offer at year's end offering 3 bars for 99¢. In the offer were Snickers, 3 Musketeers, Mars, M&M Peanut Chocolate Candies, and Milky Way Bars. And at certain chain stores you could get this special offer for even a better price, 4 bars for just $1.00.

IPSWICH PUBLIC LIBRARY
3 2122 00093 0606